



Value chains and industrial policy today: what does cluster excellence mean in this context?

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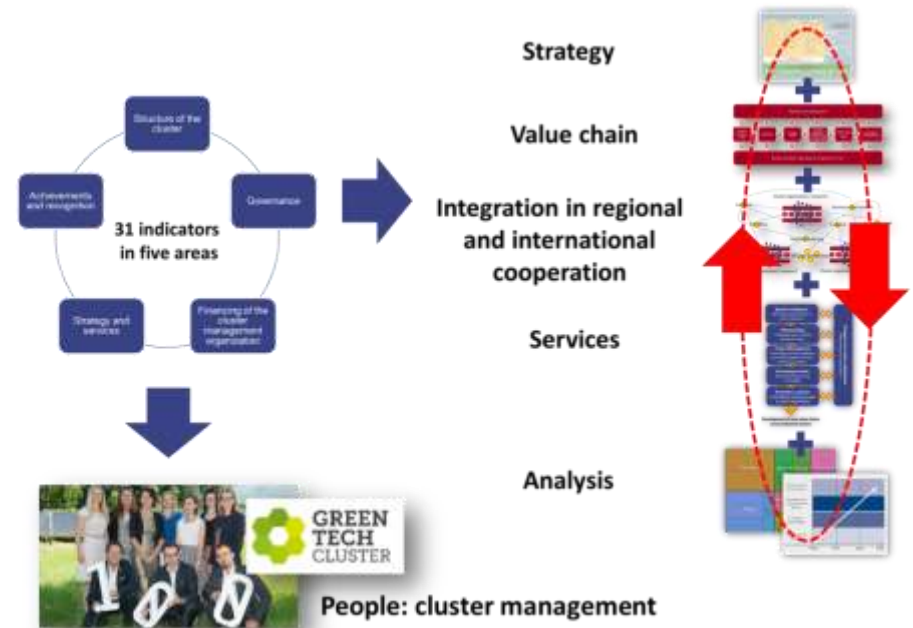
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6th Romanian National Cluster Conference

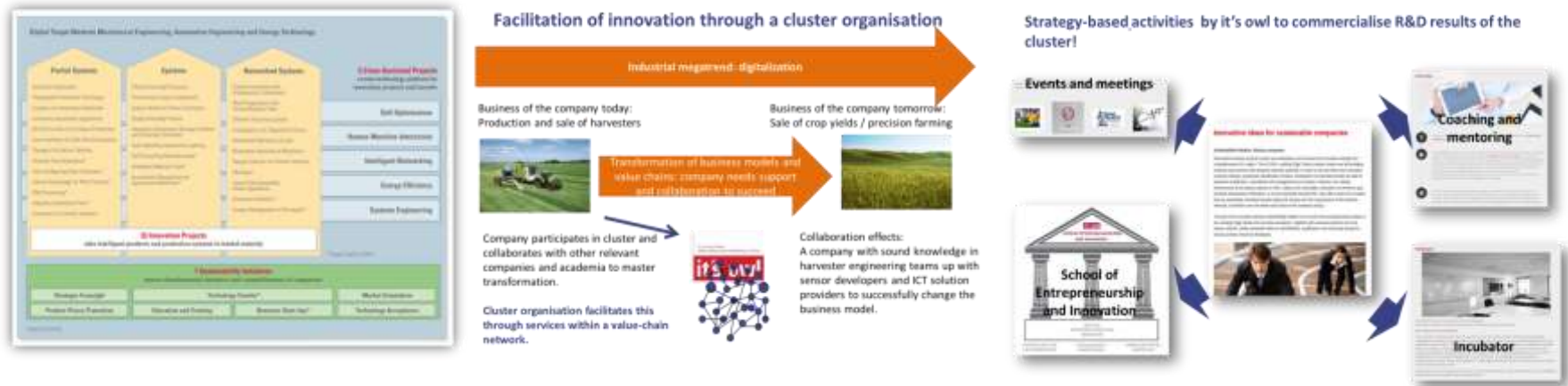
Bukarest, November 23rd, 2017

There is no question: cluster labelling is a successful instrument



...but we need to further develop the audit scheme and the process to respond to the new challenges that are faced by cluster organisations: how to develop new value chains in an effective and efficient manner?

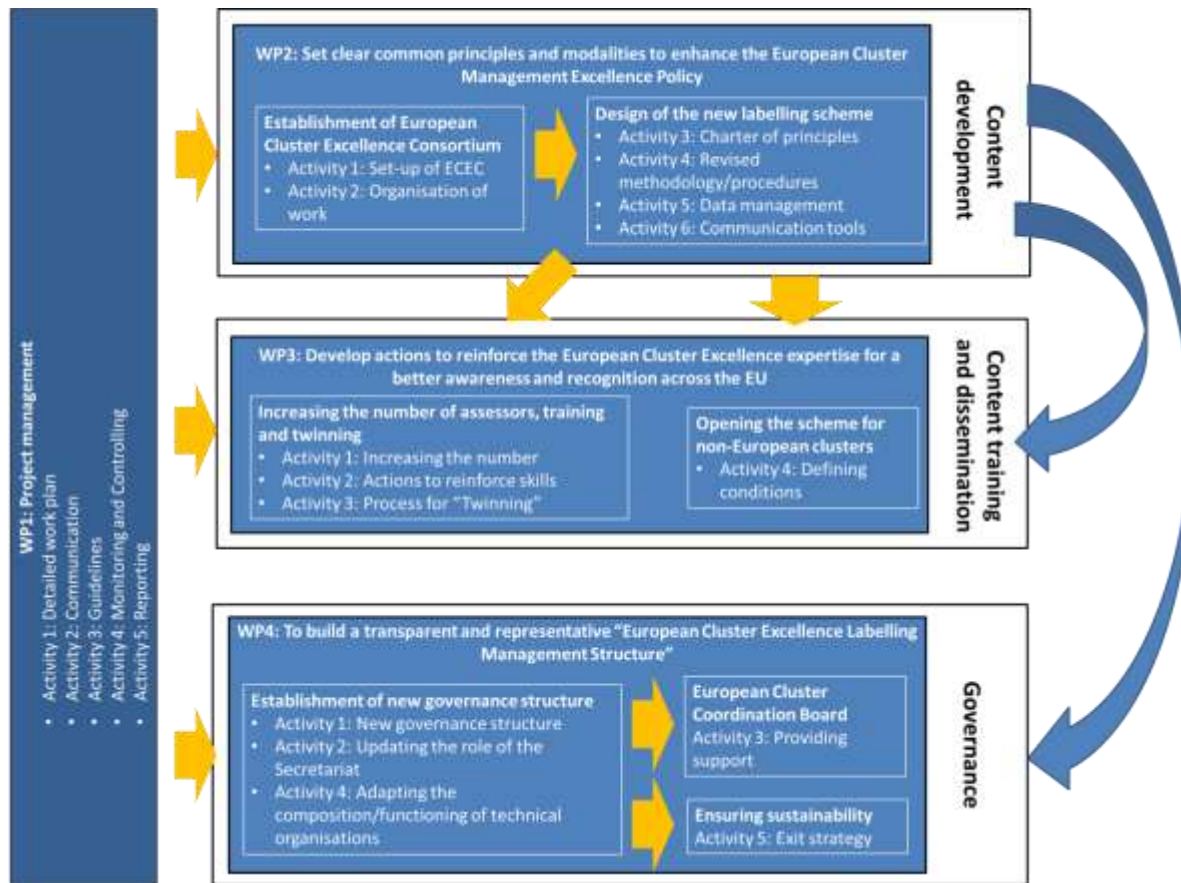
Cluster organisations are key vehicles for industrial transformation through the development of new value chains



Current system is too quantitative, which made sense in the past...

...but today labelling must be more than “just counting services”. It has to function as **coaching scheme** that puts the quality of strategies, services and cluster structures at the centre.

This is why we have – together with the European Commission – launched the 2nd phase of the European Cluster Excellence Initiative



- Nov/Dec 2017: establishment of project consortium
- Start of work: Jan 2018
- January 2019: new system is rolled out
- Romanian Cluster Association is one of the partners
- Involvement of the cluster community in the development of the new system
- New pricing system will also be developed

Cluster policy also has to rethink its approach!

**How the German Federal State of Saxony
promotes new value chains through cluster
excellence**

Innovation Strategy of Saxony as a basis for cluster development



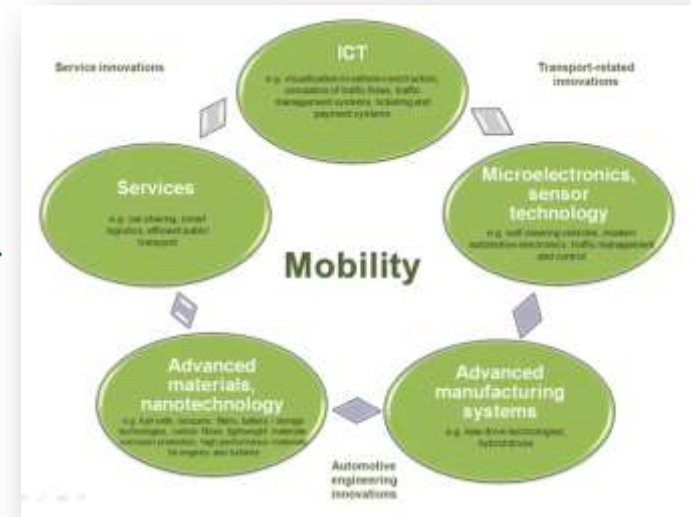
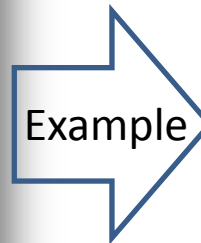
Key industrial sectors: automotive, mechanical engineering, microelectronics/ICT, environmental and energy technologies, life sciences



Further development of industrial sectors:

“Innovation Strategy”

→ **development of new value chains by integrating sectors and technologies!**



Support of cluster organizations as a vehicle for the development of new value chains: programme with two elements



Programme:
Development of cooperation networks and innovation clusters that address the target areas of the Innovation Strategy



Element 1: Financial support

- Beneficiary: cluster organisation
- Purpose: establishment and management of organisation (staff, office etc.)
- 50% grant
- Up to 10 years

Element 2: Technical assistance

- Beneficiary: cluster organisation
- Purpose: individual assistance with strategy development, market analysis, service development
- No money, only advice through workshops and coaching
- Responsible is a specialised agency: VDI/VDE Innovation + Technik GmbH

Q & A